

SATISFACTION FACTORS RELATED TO SATELLITE TVRO USAGE IN KOTA KINABALU, SABAH, MALAYSIA

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Abstract

Global information are carried with phenomenal speed from within and across via Information and Communication Technology (ICT) networks. Globalization, socialization as well as the impact viewership of these telecommunication technology have encompasses the transnational and transcultural integration of human and non-human activities. Such is the satellite television viewership. Television Received Only (TVRO) system is an unlicensed satellite television reception system sprouting in Malaysia besides other licensed channels, ASTRO and free-to-air (FTA). This study thus attempts to investigate the effects of the viewership perspectives and preferences on the satellite television adoption, specifically in Sabah. This paper also aims in exhibiting the relationship on the aspects of satellite television usage and the viewers satisfaction factors using the multiple regression (MR) technique. A total of 148 respondents participated in this study where the concentration of TVRO parabolas were found indicating of its usage, namely, in the capital city of Kota Kinabalu in Sabah. Questionnaires were administered, followed by the processes in mathematical modelling viz., factor analysis, four-phases in model-building, multicollinearity remedials, removals of insignificant variables and model comparisons were made. Identification of the best model was based on the eight selection criteria (8SC). The best model obtained from corresponding channels through TVRO was justified through the randomness and normality tests of the standardized residuals. The common significant factors from the best model M7.0.14 (TVRO) were composed of television usage, satisfaction factors such as entertainment and tranquillity, increase of knowledge on Malaysian issues, as a support to good services, cheap subscription fee, motivation factor due to negligible film censorship and external factors such as the influence of mobile telephones.

Keywords: mathematical modelling, satellite television, multiple regression (MR), satisfaction factors, best model.